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15 **UNITED STATES DISTRICT COURT**
16 **CENTRAL DISTRICT OF CALIFORNIA, WESTERN DIVISION**

17

18 EVOX PRODUCTIONS LLC, a
19 Delaware limited liability company,

20 Plaintiff,

21 v.

22 KAYAK SOFTWARE
23 CORPORATION, a Delaware
24 corporation; and DOES 1-10,,

25 Defendants.

26 KAYAK SOFTWARE
27 CORPORATION, a Delaware
28 corporation,

Counterclaimant,

v.

EVOX PRODUCTIONS LLC., a
Delaware limited liability company,

Counterdefendant.

Case No. CV15-05053-PSG (AGR)

**DECLARATION OF PROFESSOR
JEFFREY SEDLIK IN SUPPORT
OF PLAINTIFF AND COUNTER-
DEFENDANT EVOX
PRODUCTIONS LLC'S
OPPOSITION TO DEFENDANT
AND COUNTERCLAIMANT
KAYAK SOFTWARE
CORPORATION'S MOTION FOR
SUMMARY JUDGMENT**

Date: January 9, 2017

Time: 1:30 p.m.

Crtrm.: 6A

The Honorable Philip S. Gutierrez

Trial Date: January 31, 2017

1 I, Jeffrey Sedlik, declare as follows:

2 1. I have been engaged by Plaintiff EVOX Productions, LLC as an expert
3 witness in this matter to rebut the testimony submitted on behalf of Defendant
4 KAYAK Software Corporation by Gary Elsner, and to opine on other issues
5 identified by Plaintiff. I submit this declaration in support of EVOX's Opposition to
6 Kayak Software Corporation's Motion For Summary Judgment. I have personal
7 knowledge of the facts stated herein and would and could testify competently
8 thereto if called as a witness in this matter.

9 2. Attached hereto as Exhibit A is a true and correct copy of my expert
10 report, entitled "Rebuttal by Professor Jeffrey Sedlik to 'Expert Report of Gary
11 Elsner' Dated August 29, 2016." As set forth in more detail therein and in the
12 accompanying CV, the content of my report is based in part on more than 25 years
13 of service in the photography, advertising, product marketing, technology, and
14 design industries. I have been an internationally recognized advertising
15 photographer for more than 30 years. I have also served as Project Manager in
16 projects involving development, operation, and maintenance of web sites, web
17 applications, and other applications. I have also owned and operated a publishing
18 company, producing and selling photography related products for more than 20
19 years. In addition to my personal knowledge, my opinions are based on an
20 independent examination of certain documents and materials produced in this
21 matter.

22
23 I declare under penalty of perjury under the laws of the United States of
24 America that the foregoing is true and correct.

25 Executed December 13, 2016, at Los Angeles, CA.

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JEFFREY SEDLIK